

THE OUTLOOK

THOS. O. LUSTER
Editor and Publisher

Published Weekly In The Interest
of Carrizozo and all of Lincoln
County, New Mexico.

LARGEST CIRCULATION IN THE COUNTY

Entered as second-class matter January
4, 1911, at the post office at Carrizozo, New
Mexico, under the Act of March 3, 1879.

Advertising forms close Wednesday at noon
News columns close Thursday night. If you
do not receive your paper regularly, please notify
the Publisher & Advertising rates on application.

SUBSCRIPTION RATES

ONE YEAR, In Advance - - - \$1.50
SIX MONTHS, In Advance - - - .75
OFFICE PHONE NUMBER 24

FRIDAY, DECEMBER 24, 1915

For President
LAWRENCE Y. SHERMAN
of Illinois

WHIM WHAMS

We are told that the proper place
to discover the foot and mouth dis-
ease is in a shoe store.

The dog without teeth seldom
holds the bone. And isn't Uncle
about in the position of the tooth-
less dog?

No use to argue. We are simply
not going to tell you the name of
that local Beau Brummel who takes
heavy treatments.

Well, Woodrow is married, but
so far as the Outlook man is able to
learn, not a single one of the promi-
nent Carrizozo Democrats were in-
vited to the wedding.

Charge any man with being a
prominent citizen and a booster for
the town and an advocate of "Pat-
ronize Home Industry" and a
good citizen in general, and nine
times out of ten he will break down
and confess.

The following is taken from a
northern New Mexico exchange: "A
Mexican orchestra was on the streets
yesterday and rendered some fine
selections. Violins and harps sure
make sweet music." The editor of
the above must have been thinking
of Heaven.

A miserly cuss told us the other
day that he had no use for gold,
and a young blond around town
piously remarked that he never
could bear to look at a well turned
ankle, and an ancient spinster de-
clared she wouldn't accept the best
man on earth, and of course the
Outlook editor believed every word
they told us.

When "Peaceful Henry" succeeds
in bringing about peace in Europe
we would suggest that he return to
the United States and run for pres-
ident of the Socialist ticket. We
would go a step further and make
the suggestion that Bill Bryan be
featured on the ticket with the
great peace maker?

We are not going to tell what
paper the item below appeared in for
fear of the editor, but perhaps you
will have an idea from the way it
reads: "W. T. Williams has arrived
home after spending the winter in
Florida. He reports having helped
catch a 'devil fish' in the gulf
weighing 5000 pounds, seventeen
feet wide and five feet between its
eyes. It required two 10-horse
power motor engines to tow it to
dry dock." The Outlook editor
would advise Mr. Williams if a trip
to Florida effects him in this man-
ner he had better remain in New
Mexico.

THE FORD PARTY DISAGREE

After being delayed for three
days by the British authorities at
Kirkwall, Scotland, the Ford party
reached Christiana. En route the
pacifists agreed among themselves.
Mrs. Mitholland Boissevain, the
suffragist leader, according to re-
port, at one time quipped them.
She suggested that if they were
to mediate in Europe's troubles
they must first learn to mediate
among themselves. Seven New
York newspaper reporters were
threatened with expulsion for un-
professional conduct. The gather-
ing of the pacifists in the saloon of
the vessel before arriving in Nor-
way broke up in disorder. Objec-
tion was made to the American
newspaper correspondents telling
their European colleagues of the
quarreling among the pacifists. A
regular "cat and dog fight" is said
to have followed the publication of
their doings in the Norwegian
newspapers.

These are the Americans, collect-
ed by Henry Ford, to invade
Europe and persuade the belliger-
ent nations that it is time for hos-
tilities to cease. In these foreign
lands they are being more ridicu-
led than in their own land, for here
we understand the peculiarities of
these particular Americans, and
while we realize the utter futility
of their mission, to say nothing of
its folly, we are familiar with their
craving for notoriety and their
desires for getting into the public
print. But the Europeans don't
understand the characteristics of
these pacifists and naturally enough,
the jaunt of the Oscar II's party
seems ridiculous to them. What is
more, it is ridiculous, and we sus-
pect that no one realizes it more
than the pacifists themselves. But
their love of notoriety got the best
of them and they agreed to go.

Before departure, Mr. Ford pre-
dicted that he would have the
armies out of the trenches by
Christmas, but upon his arrival in
Norway, he lengthened the time
allotted for the work of his pacifists
by declaring that the European
battlefield trenches would be clear-
ed by the last of winter. Nowhere
have the pacifists been officially
received, nor will they be. They
have no official standing, being
considered only as inquisitive tour-
ists, both by the American govern-
ment and the governments of the
European nations. Other than the
publicity, which most of the mem-
bers of the Ford party, including
Mr. Ford himself, crave, there is
little likelihood that the pilgrimage
will amount to anything more than
a pleasure jaunt, the expenses of
which will be incurred by Mr. Ford.
At least, they should make peace
among themselves, and thereby set
an example to the belligerent na-
tions, which they hope to over-
power with persuasion and demoli-
shing their armies and beating
their swords into plowshares.—El
Paso Times.

WORKING THE MACHINERY

The boss politicians of New Mex-
ico are starting their machinery to
work to pick out candidates suitable
to themselves. This is quite a large
state to let one or two men dictate
who we shall elect. The common
men should awake to their duty
and see that good men are elected to
office, and offices which are now
filled with excuses should be sup-
plied with good men. There are as
many good men in New Mexico as
there are in other states according
to the population.

Now let's forget Mexico—for a
day or two and pursue the check
artist.

Christmas Shopping Has Now Begun in Earnest

People are Flocking into our store and supplying
their wants at distinct savings

Leather Goods : Jewelry : Handkerchiefs : Toilet Sets

Ladies' Hand Bags

A beautiful assortment
in Pin Seal, Goat and
Smooth Leather \$1 to
\$3

The most complete
showing of Handker-
chiefs in fancy boxes
we have ever had 35c
to \$1.50 box



Jewel Cases

Heavy Gold and Sil-
ver filled Jewel Cases
\$1 to \$1.25

Manicure Sets

In Ivory Handles
and Fitting and best
quality steel.
Fancy Box Station-
ery.

Mens' Dress Gloves

In Suede and Cape
Skin at
\$1.25 to \$2.25

FOR HIS CHRISTMAS



Our stock of Neckwear

replenished every few
days with new pat-
terns and colorings
should solve many a
gift problem for you.

Other Suggestions

Belts, Caps, Scarfs,
Shirts, Slippers, Trav-
eling Bags, Etc.

Ladies Silk Hose
Always an acceptable
gift

ZIEGLER BROS.



SUCCESS DUE TO ADVERTISING

A whole page ad in The Chicago
Tribune, costing probably \$600,
was devoted in a recent issue to
baked apples served by the Thomp-
son restaurants. Col. Thompson
has eighty-eight restaurants, proba-
bly half of them in Chicago. The ad
cost each one of the big city eating
houses about \$14. There will be a
whole lot of people who will wonder
whether this sort of advertising
pays. Of course it does, or John
R. Thompson wouldn't do it. He
may not make a profit of \$600 di-
rectly on baked apples sold as a
result of the ad, but it will pay him
in general patronage and in adding
to the high reputation now sustain-
ed and deserved by the Thompson
restaurants. Thompson has made
a millionaire of himself mostly out
of his eating establishments. There
is where he got the capital to in-
vest in other enterprises and he says
himself that his success is due to
newspaper advertising as much as
it is to anything else.

You Get The Best Here

Winter Vegetables, Fresh and
Salt Meats, Staple and Fancy
Groceries.

THE STORE WITH A REPUTATION FOR GOOD
GOODS AND SQUARE DEALING

PATTY & ADAMS

PHONE 48

Best Accommodations for
All the People All the Time

Carrizozo Eating House

Table Supplied with the
Best the Market Affords

Turn Over
a New Leaf

By subscribing
for THIS PAPER